

REMARKS/ARGUMENTS

Claims 5 through 7 and 19 through 21, 25 through 27, and 31 through 33 remain in this application, in which claims 5, 19, 25, and 31 are independent. Claims 5, 19, 25, and 31 have been amended.

Claims 5, 19, 25, and 31 are rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent Application Publication No. US 2004/0259598 A1 to Wagner, et al. ("Wagner, et al. publication") in view of U.S. Patent No. US 6,742,033 B1 to Smith, et al. ("Smith, et al. patent"). Claims 6, 20, 26, and 32 are rejected under 35 U.S.C. §103(a) as being unpatentable over the Wagner, et al. publication in view of the Smith, et al. patent and U.S. Patent Application Publication No. US 2002/0157092 A1 to Kitsukawa, et al. ("Kitsukawa, et al. publication"). Claims 7, 21, 27, and 33 are rejected under 35 U.S.C. §103(a) as being unpatentable over the Wagner, et al. publication in view of the Smith, et al. patent, Kitsukawa, et al. publication and U.S. Patent Application Publication No. US 2002/0059628 A1 to Mori, et al. ("Mori, et al. publication").

Claims 5 and 25 as amended provide, *inter alia*, displaying a plurality of display areas configured to provide media content, at least one of the plurality of display areas being configured to display the event content at a corresponding display area of the plurality of display areas. Claims 19 and 31 as amended provide, *inter alia*, a plurality of display areas configured to provide media content, at least one of the plurality of display areas configured to display the event content at a corresponding display area of the plurality of display areas. It should be noted that communication of the event content referenced in claims 5, 19, 25 and 31 is minimized

during one or more future time period corresponding to the time period of call communication. Support for the above added recitation is illustrated by FIG. 11 and provided at page 27, lines 16 through 22, of the specification.

In contrast, the Wagner, et al. publication, the Smith, et al. patent, the Kitsukawa, et al. publication, the Mori, et al. publication do not describe or suggest displaying a plurality of display areas that provide media content in which one or more display areas display the event content at a corresponding display area, as required by claims 5, 19, 25 and 31. This feature of the claimed invention is important to address the issues identified by the Background of the present invention and providing "... a system and method for managing an displaying content on a wireless communication device to maximize content quality and to minimize burdens on network traffic" (see page 2, lines 11 through 13). Therefore, independent claims 5, 19, 25, and 31 distinguish patentably from the Wagner, et al. publication, the Smith, et al. patent, the Kitsukawa, et al. publication, the Mori, et al. publication, and any combination of these references.

Claims 6, 7, 20, 21, 26, 27, 32 and 33 depend from and include all limitations of independent claims 5, 19, 25, and 31, as amended. Therefore, claims 6, 7, 20, 21, 26, 27, 32 and 33 distinguish patentably from the Wagner, et al. publication, the Smith, et al. patent, the Kitsukawa, et al. publication, the Mori, et al. publication, and any combination of these references for the reasons stated above for claims 5, 19, 25, and 31.

In view of the above, reconsideration and withdrawal of the 35 U.S.C. §103(a) rejections of claims 5 through 7 and 19 through 21, 25 through 27, and 31 through 33 are respectfully requested.

CONCLUSION

No amendment made was related to the statutory requirements of patentability unless expressly stated herein. Also, no amendment made was for the purpose of narrowing the scope of any claim, unless Applicants have argued herein that such amendment was made to distinguish over a particular reference or combination of references.

The Commissioner is hereby authorized to deduct any additional fees arising as a result of this response, including any fees for Extensions of Time, or any other communication from or to credit any overpayments to Deposit Account No. 50-2117.

It is submitted that the claims clearly define the invention, are supported by the specification and drawings, and are in a condition for allowance. Applicants respectfully request that a timely Notice of Allowance be issued in this case. Should the Examiner have any

questions or concerns that may expedite prosecution of the present application, the Examiner is encouraged to telephone the undersigned.

Respectfully submitted,
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